Implementing a Social Media Strategy in the Rural Local Public Health Setting

Resource Guide

Polk - Norman - Mahnomen Community Health Services Resource Guide for helpful resources and tools we have used to enhance our social media communications to our community members.

SOCIAL MEDIA PLATFORMS AND RESOURCES

Checkout these resources for social media marketing and communications.

DESIGN RESOURCES AND TOOLS

Make creating, managing, scheduling, and reporting social media outreach easier with these helpful tools.

TIPS AND TRICKS

Try these tips and tricks to maximize your social media engagement.

JUNE 2023

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SOCIAL MEDIA PLATFORMS AND RESOURCES

Facebook - Meta
- Difference between Boosted Posts and Facebook Ads
- Facebook Live
- Public health agencies can use local alerts to communicate urgent information.
- Oldest, most known, and largest social media platform.
- Largest age group: 25-34 years old.

Instagram - Meta
- Instagram Stories: How to Use It Like a Pro and Build Your Audience
- Instagram Reels in 2023: A Simple Guide for Businesses
- 70% of users are under 34 with 52.2% of them being male.
- Reels drive the most engagement.

Twitter
- What to Tweet?
- Advertise on Twitter
- Quick way to get information out to and have conversations with the public.
- Use trending hashtags to get more traffic.

WhatsApp
- WhatsApp doesn't use a wireless provider to text, just an internet connection. The platform is free to use, and internationally known.
- Our agency has worked with our Community Liaisons to send health messages to our diverse populations via WhatsApp.

Snapchat
- Introducing Public Profiles for Businesses
- Great way to showcase your services and/or create filters.
- Geofencing: you can really target a specific location or event happening for paid advertising.
- Profiles = FREE with options for paid targeted advertising.

TikTok
- Meeting the younger populations where they are at - early teens and up.
- Use trending hashtags to get more traffic.
- Can be fun and creative - follow other public health agencies for ideas!
- Check out trending videos and put a public health spin on it! From there you can download your video and share on other platforms.

YouTube
- 17 YouTube Tips to Grow a New Channel in 2023
- Popular platform for all ages!
- Educational videos that can be posted publicly or kept private.
  - Private can be a space for videos shared during community or school education, but doesn't need to be available to the general public.

LinkedIn
- LinkedIn is a business and employment-focused social media platform that works through websites and mobile apps.

Check out all the links for more information!

DESIGN RESOURCES AND TOOLS
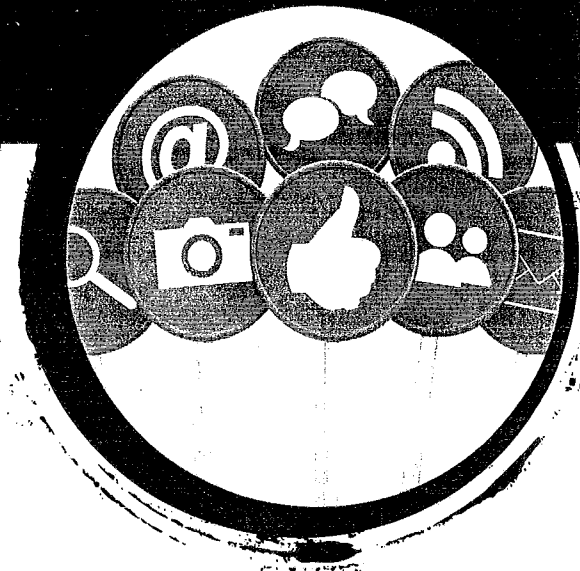
Meta Business Suite
- Facebook + Instagram
- Mobile Application
- Insights & Analytics
- Publish Posts, Photos, Videos, Events

Later:
- FREE Social Media scheduler
  - limited posts per month, per social set
- Auto Publisher
- Various platforms supported
- Mobile & Website Applications

Canva:
- Design social media posts, presentations, posters, videos, logos, and more.
- Many free templates
- Mobile & Website Applications
- QR code generator
- Can be used to create websites
- Whiteboards
- Design School: Thousands of tutorials on how to design with Canva.
- Events: Discover new trends - we enjoy "What's New Wednesday"
- Social Media scheduler with Pro option

Powtoon:
- Create Videos and Presentations
- Integrates with Canva and other programs
- Mobile & Website Applications

Piktochart:
- Create Infographics, Presentations, & Flyers
- Free options

Buffer
- Social media management platform:
  - Plan and publish posts
  - Engage audience
  - Analyze posts
- Free plans for 3 platforms with basic options, paid plans for more platforms and tools.

Hootsuite:
- Social Media Marketing & Management Dashboard
- Free Trial, but membership has a cost
- Great FREE education - many different topics
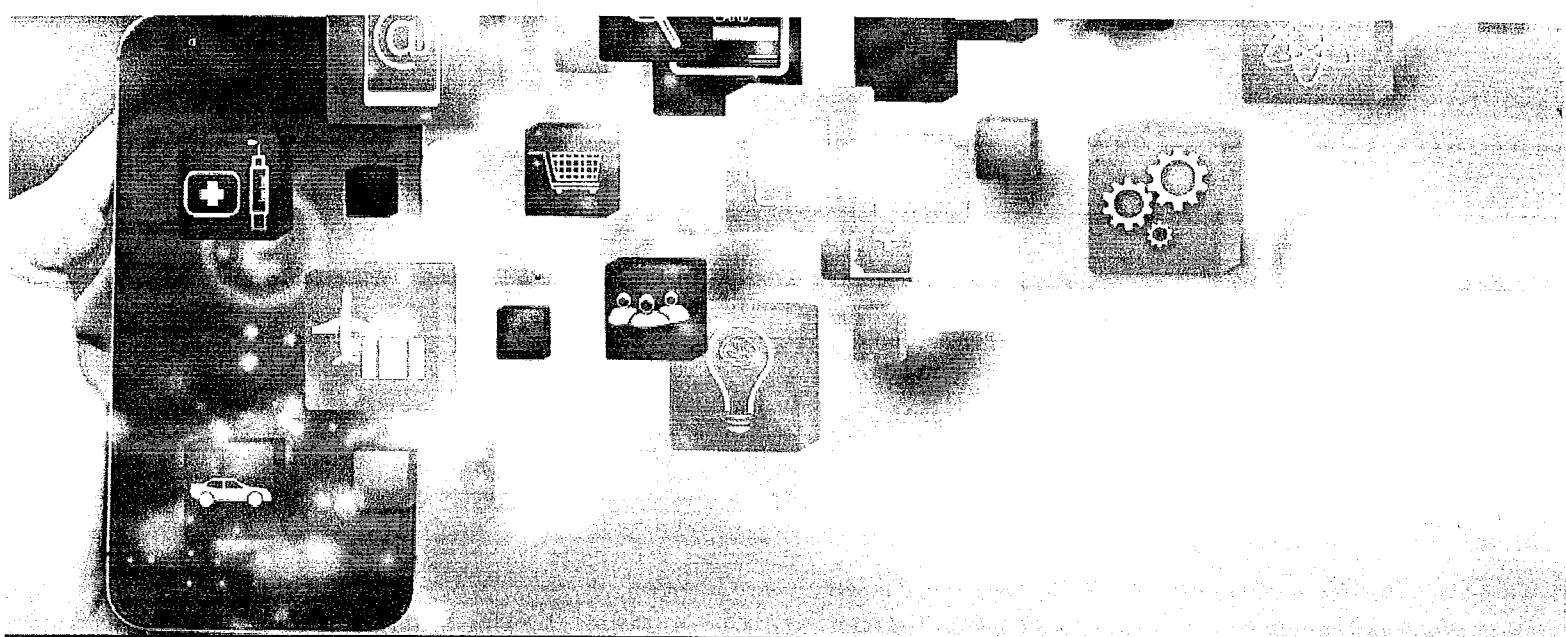- Mobile & Website Applications

Bitly:
- Free and paid options to shorten your URL Links, QR codes, Link-in-bio.
- Measure your audience clicks to your links
- Mobile & Website Applications

LinkTree:
- Share multiple links through one source
- Measure your audience engagement
- Easily show/hide links
- Free and Paid versions
- Mobile & Website Applications

WORK SMARTER NOT HARDER

TIPS AND TRICKS

QR Codes
- There are many different free QR code generators.
- QR codes are made and linked to an URL.
- People scan the code with a cell phone and it brings you to the website it's connected to.
- Create and use QR codes on your flyers/brochures/presentations.

Snap Codes
- Like a QR code, but works only with Snapchat
- People scan the snap code with a cell phone or tablet and it brings you to the website or profile it's been linked to.
- More information

Analytics
- Check your post analytics! Look at what type of posts do better than others - is it the times? Is it the content? Is it the graphic - busy, simple, hot topics, employees? What's working and what's not?
- We have found that going with people's work breaks at 10 am, lunch hours, 3 pm, and then before/after work around 7 am & 7 pm work best for us.
  - Some posts are more of an interest than others, but just because a post doesn't do well once, doesn't mean it won't again.
  - Things to consider: time of year, hot topics, community issues, and community events. Example: a radon post would be pertinent during radon testing times, not middle of summer
  - Events, where our staff are out in the community, are our most popular posts. Followers like to see our team out and about at public events.

Tagging + Mentioning
- Tag + mention your partners and media outlets to get your information out and to get more reach and followers. It also provides your agency with more exposure to their followers. Don't forget if someone tags your agency in their conversations and you feel it's a good post, share it.

- You can also do this to bring attention to projects you are working on with partners. Such as if staff was out at a local school doing a presentation, get a photo of the staff doing it, and do a post thanking the school (tagging them) for having us there today.

- Examples: @rjbroadcastinginc (local radio station); @MNPublicHealth (Minnesota Public Health Association); @NCEtitans (school)

#Hashtags

Hashtags are a way to group together topics and conversations. They are a way to "index keywords" and make them easily searchable. They can encourage engagement between users of those same interests or campaigns, but these can also help build brand awareness such as our #TogetherWeCan and #PNMBeWell.

You can also follow a specific #hashtag on some platforms, such as we follow #publichealth on Instagram. They can also be helpful for pulling information for reporting.

For some platforms, try to pay attention to what is trending for hashtags.

Here are some examples we currently use:
- Healthy Homes: #HealthyHomes
- Nurse-Family Partnership: #NFP #FamilyHomeVisiting
- Reproductive and Sexual Health: #SexualHealth #SexEducation #STI #reproductivehealth
- WIC: #WIC #MNWIC #healthyeating #healthyfood #nutrition
- MISC: #PublicHealthMatters

Further Your Reach
- Build your brand and stay on brand. This will increase your organization's identity and the public's awareness of your services and the value of those services.
- Use hashtags - as discussed above, they encourage engagement from others.
- Promote your social media!
    - Reach out to local media, cities, businesses, etc. Have them follow your platforms and share your posts or platform. Their followers may start following you also.
    - Have your employees invite their local family/friends to like the agency's social media platforms.
    - Ask employees if they like a post to share it - then their followers will see your information – extending your reach.
    - Engage with your community - show them you are invested and what you are doing.
    - Add your social media platforms to your email signatures – directly links contacts to you!
- Engage with similar social media accounts by following them, commenting on and sharing their posts. Don't forget to follow and like those who engage with you.
- Consistent posting, but also quality posts over quantity.

Facebook Groups:
- Groups can be used as a subpage or a secret group.
    - Example: IMPACT Coalition
        - Subgroup of Public Health
        - Coalition members

Job Postings:
- You can create job posts for open positions at your agency and post them on your agency's social media platforms. If you have been engaging with your community, potential applicants see what you have been doing and why your agency is a great place to work.
    - FREE advertising for your job posting or you can boost your job posts to reach more applicants.

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Toolkits:

- Most national campaigns have toolkits for their week/month – use them – that is what they are there for and the information the group wants to go out uniform. And don't forget their hashtags - they use those to interact with you!
    - National Public Health Week
    - World Breastfeeding Week
    - Child Passenger Safety Week
    - Radon Awareness Month
    - STI Awareness Month
    - National Immunization Awareness Month
    - Breast Cancer Awareness Month
        - *There are many more, just need to do a quick internet search.*

CONTACT US

✉ sarah.reese@co.polk.mn.us

✉ aimee.eggen@co.norman.mn.us

✉ codi.lehmann@co.polk.mn.us

Don't forget to follow us and we will follow you back!

Polk County Public Health

Norman-Mahnomen Public Health

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